

Impact of Visual Merchandizing on Impulse Buying Behaviour of Sri Lankan Retail Customers: with Special Reference to Household Electrical and Electronic Appliances

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Sri Lankan retail customers show both rational and impulse behaviour patterns towards different product categories and marketers face difficulties in predicting the buying rational buying behaviour and impulse buying behaviour towards household electrical and electronic appliances. This paper aims to examine the impact of visual merchandising techniques on impulse buying behaviour of household electrical and electronic appliances. The study used window display, floor merchandising, in-store form display and promotional signage as visual merchandising techniques. Data was gathered through a survey questionnaire from 320 respondents from Western Province of Sri Lanka. A Multiple Linear Regression Model was used to assess the degrees of impact from each individual visual merchandizing technique on impulse buying behaviour of electrical and electronic and electronic household appliances. The research findings demonstrated that there is a positive and significant Impact of visual merchandizing on impulse buying behaviour of Sri Lankan retail customers towards electrical and electronic house hold appliances. Window display and promotional signage were reported as the two key determinants and showed a positive and significant impact with impulse buying behaviour of retail customers towards electrical and electronic household appliances. As Sri Lankan marketers were struggling to select marketing strategies based on rational behaviour, insights of this research help them to understand the importance of impact of visual merchandizing on impulse buying behaviour of the retail customers towards electrical and electronic household appliances. Research findings underscore the existing body of knowledge on the impact of visual merchandizing on impulse buying behavior of retail customers of Sri Lanka.

Keywords: Impulse Buying; Visual Merchandizing; Retail Customers; Sri Lanka